



Cable TV - Rate Card #2: National Cable & Satellite Networks

MEN'S NETWORKS

Subscriber HH's: varies by network, see below

Type: 30-Sec "ROS" Run Of Schedule

Rotation: varies by network, see below

Rate Card Updated: 4/16/2025

National Cable & Satellite Full Coverage Rates: (left side of rate card)

National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.

National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)

National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.

A&E	Full Coverage Rates			Affiliate Break Rates				
	63 million HHs	Feed: DUAL		47 million HHs				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	8a-4p	\$5,250	M-F	8a-4p	\$438		
	M-F	4p-8p	\$7,650	M-F	4p-8p	\$563		
	M-SU	8p-12a	\$14,950	M-SU	8p-12a	\$1,250		
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a				
	SA-SU	7a-12n	\$6,500	SA-SU	7a-12n	\$375		
SA-SU	12n-8p	\$6,205	SA-SU	12n-8p	\$563			
:30, :60 second spots available			:30, :60 second spots available					
Adult Swim	Full Coverage Rates			Affiliate Break Rates				
	20 million HHs	Feed: DUAL		3 million HHs				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-SU	5p-8p	\$1,560	M-SU	5p-8p	\$250		
	M-SU	8p-12m	\$3,900	M-SU	8p-12m	\$1,250		
	M-SU	12m-3a	\$3,400	M-SU	12m-3a	\$750		
	M-SU	3a-6a	\$3,000	M-SU	3a-6a	\$375		
:30, :60, :90, :120 second spots available			:30, :60 second spots available					
AMC	Full Coverage Rates			Affiliate Break Rates				
	63 million HHs	Feed: DUAL		17 million HHs				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	9a-2p	\$1,625	M-F	9a-2p	\$350		
	M-F	2p-6p	\$3,000	M-F	2p-6p	\$450		
	M-SU	6p-1a	\$5,250	M-SU	6p-1a	\$525		
	M-SU	1a-6a	\$450	M-SU	1a-6a	\$75		
SA-SU	6a-6p	\$3,375	SA-SU	6a-6p	\$450			
:15, :30, :60, :120 sec spots available			:30, :60 second spots available					
AMERICAN HEROES	Full Coverage Rates			Affiliate Break Rates				
	8.1 million HHs	Feed: SINGLE (EST)		4.7 million HHs				
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-SU	6a-9a	\$425	M-SU	6a-9a	\$125		
	M-F	9a-4p	\$625	M-F	9a-4p	\$200		
	M-F	4p-8p	\$1,000	M-F	4p-8p	\$313		
	M-SU *	8p-12m	\$1,375	M-SU	8p-12m	\$438		
	* w/late night mirror from 12m-4a			M-SU			12m-4a	\$150
	M-SU	4a-6a	\$150	M-SU	4a-6a	\$63		
SA-SU	9a-8p	\$875	SA-SU	9a-8p	\$238			
:30, :60, :120 second spots available			:30, :60 second spots available					

COMEDY CENTRAL 	Full Coverage Rates			Affiliate Break Rates		
	80 million HHs	Feed: DUAL		40 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-11a	\$1,500	M-F	8a-11a	\$375
	M-F	11a-3p	\$2,250	M-F	11a-3p	\$625
	M-F	3p-6p	\$5,500	M-F	3p-6p	\$875
	M-SU	6p-11p	\$9,563	M-SU	6p-11p	\$1,125
	M-SU	11p-2a	\$10,200	M-SU	11p-2a	\$1,125
	M-SU	2a-5a	\$500	M-SU	2a-5a	\$375
	SA-SU	8a-12n	\$4,500	SA-SU	8a-12n	\$625
	SA-SU	12n-6p	\$8,750	SA-SU	12n-6p	\$875
	:30, :60 second spots available			:30, :60 second spots available		
CRIME & INVESTIGATION 	Full Coverage Rates			Affiliate Break Rates		
	20 million HHs	Feed: DUAL		2 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-4p	\$150	M-F	6a-4p	\$38
	M-F	4p-8p	\$175	M-F	4p-8p	\$50
	M-SU	8p-12m	\$213	M-SU	8p-12m	\$63
	M-SU	4a-6a	\$50	M-SU	4a-6a	\$13
	SA-SU	6a-8p	\$163	SA-SU	6a-8p	\$50
	:30, :60 second spots available			:30, :60 second spots available		
DISCOVERY 	Full Coverage Rates			Affiliate Break Rates		
	69 million HHs	Feed: DUAL		11 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$2,125	M-SU	6a-9a	\$188
	M-F	9a-4p	\$3,500	M-F	9a-4p	\$375
	M-F	4p-8p	\$3,900	M-F	4p-8p	\$438
	M-SU *	8p-12m	\$10,400	M-SU	8p-12m	\$1,125
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$313
	M-SU	4a-6a	\$313	M-SU	4a-6a	\$150
	SA-SU	9a-8p	\$3,900	SA-SU	9a-8p	\$625
	:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available		
FX 	Full Coverage Rates			Affiliate Break Rates		
	72 million HHs	Feed: DUAL		14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$1,500	M-F	7a-3p	\$313
	M-F	3p-6p	\$6,000	M-F	3p-6p	\$363
	M-SU	6p-11p	\$11,500	M-SU	6p-11p	\$500
	M-SU	11p-2a	\$3,750	M-SU	11p-2a	\$313
	SA-SU	7a-6p	\$5,500	SA-SU	7a-6p	\$500
	M-SU	2a-6a	\$375			
	:30, :60 second spots available			:30, :60 second spots available		
FX Movie  FX MOVIE CHANNEL	Full Coverage Rates			Affiliate Break Rates		
	32 million HHs	Feed: SINGLE (EST)		17 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	3p-7p	\$563	M-SU	3p-7p	\$375
	M-SU	7p-12m	\$1,500	M-SU	7p-12m	\$438
	M-SU	12m-3a	\$688	M-SU	12m-3a	\$313
	:30, :60 second spots available			:30, :60 second spots available		
FXX 	Full Coverage Rates			Affiliate Break Rates		
	57 million HHs	Feed: DUAL		26 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$450	M-F	7a-3p	\$250
	M-F	3p-6p	\$2,250	M-F	3p-6p	\$288
	M-SU	6p-11p	\$5,625	M-SU	6p-11p	\$438
	M-SU	11p-2a	\$2,250	M-SU	11p-2a	\$188
	SA-SU	7a-6p	\$1,250	SA-SU	7a-6p	\$275
	M-SU	2a-6a	\$250			
	:30, :60 second spots available			:30, :60 second spots available		

GRIT	Full Coverage Rates		Affiliate Break Rates					
	118 million HHs							
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	No Affiliate Rates Available				
	M-SU	6a-10a	\$1,250					
	M-F	10a-3p	\$2,250					
	M-F	3p-7p	\$2,000					
	SA-SU	10a-7p	\$1,988					
	M-SU	7p-1a	\$1,825					
	M-SU	1a-3a	\$688					
	M-SU	3a-6a	\$500					
:30, :60 second spots available								
HEROES & ICONS	Full Coverage Rates		Affiliate Break Rates					
	59 million HHs		Feed: DUAL					
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	No Affiliate Rates Available				
	M-F	6a-9a	\$375					
	M-F	9a-6p	\$1,250					
	M-SU	6p-12m	\$1,250					
	M-SU	12m-3a	\$250					
	M-SU	3a-6a	\$125					
	SA-SU	6a-9a	\$250					
	SA-SU	9a-6p	\$1,250					
:30, :60 second spots available								
HISTORY	Full Coverage Rates		Affiliate Break Rates					
	86 million HHs		Feed: DUAL		25 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	8a-4p	\$4,500	M-F	8a-4p	\$625		
	M-F	4p-8p	\$11,250	M-F	4p-8p	\$875		
	M-F	7a-8a	\$750	M-F	7a-8a	\$125		
	M-SU	8p-12m	\$17,550	M-SU	8p-12m	\$1,625		
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a				
	SA-SU	7a-12n	\$8,500	SA-SU	7a-12n	\$750		
	SA-SU	12n-8p	\$9,563	SA-SU	12n-8p	\$875		
:15, :30, :60 second spots available			:15, :30, :60 second spots available					
IFC	Full Coverage Rates		Affiliate Break Rates					
	70 million HHs		Feed: DUAL		35 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-F	6a-2p	\$625	M-F	6a-2p	\$225		
	M-F	2p-6p	\$1,125	M-F	2p-6p	\$300		
	M-SU	6p-1a	\$2,375	M-SU	6p-1a	\$438		
	M-SU	1a-6a	\$175	M-SU	1a-6a	\$88		
	M-SU	3a-6a	\$175	M-SU	3a-6a	\$113		
	SA-SU	6a-6p	\$1,500	M-SU	6a-6p	\$313		
	:15, :30, :60, :120 second spots available			:30, :60 second spots available				
INVESTIGATION DISCOVERY	Full Coverage Rates		Affiliate Break Rates					
	70 million HHs		Feed: DUAL		35 million HHs			
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>		
	M-SU	6a-9a	\$4,000	M-SU	6a-9a	\$250		
	M-F	9a-4p	\$2,500	M-F	9a-4p	\$500		
	M-F	4p-8p	\$5,000	M-F	4p-8p	\$750		
	M-SU *	8p-12m	\$12,500	M-SU	8p-12m	\$1,000		
	* w/late night mirror from 12m-4a			M-SU			12m-4a	\$188
	M-SU	4a-6a	\$1,000	M-SU	4a-6a	\$125		
	SA-SU	9a-8p	\$5,750	SA-SU	9a-8p	\$438		
:30, :60, :120 second spots available			:30, :60 second spots available					

MILITARY HISTORY	Full Coverage Rates			Affiliate Break Rates		
	10 million HHs	Feed: SINGLE (EST)		1 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	8a-4p	\$88	M-F	8a-8p	\$25
	M-F	4p-8p	\$100	M-SU	8p-12m	\$25
	M-SU	8p-12m	\$125	SA-SU	8a-8p	\$25
	SA-SU	8a-8p	\$25	M-SU	4a-6a	\$13
	M-SU	4a-6a	\$100			
* Not Available in HD	:30, :60 second spots available			:30, :60 second spots available		
NATIONAL GEOGRAPHIC	Full Coverage Rates			Affiliate Break Rates		
	71 million HHs	Feed: DUAL		14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-3p	\$875	M-F	9a-3p	\$250
	M-F	3p-6p	\$2,000	M-F	3p-6p	\$313
	M-SU	6p-12m	\$3,750	M-SU	6p-12m	\$438
	M-SU	12m-3a	\$2,000	M-SU	12m-3a	\$250
	M-SU	3a-6a	\$663	M-SU	3a-6a	\$63
SA-SU	9a-6p	\$2,250	SA-SU	9a-6p	\$375	
	:30, :60 second spots available			:30, :60 second spots available		
NATIONAL GEOGRAPHIC WILD	Full Coverage Rates			Affiliate Break Rates		
	36 million HHs	Feed: SINGLE (EST)		12 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	7a-3p	\$300	M-F	7a-3p	\$250
	M-F	3p-7p	\$538	M-F	3p-7p	\$375
	M-SU	7p-12m	\$1,188	M-SU	7p-12m	\$313
	M-SU	12m-3a	\$588	M-SU	12m-3a	\$200
	SA-SU	7a-7p	\$825	SA-SU	7a-7p	\$288
	:30, :60 second spots available			:30, :60 second spots available		
PARAMOUNT	Full Coverage Rates			Affiliate Break Rates		
	75 million HHs	Feed: DUAL		40 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	9a-3p	\$2,125	M-SU	6a-9a	\$125
	M-F	3p-7p	\$5,000	M-F	9a-3p	\$375
	M-SU	7p-12m	\$10,500	M-F	3p-7p	\$625
	M-SU	12m-4a	\$2,500	M-SU	7p-12m	\$875
	SA-SU	9a-7p	\$5,500	M-SU	12m-4a	\$188
			SA-SU	9a-7p	\$625	
			M-SU	4a-9a	\$125	
* formerly Spike	:30, :60, :120 second spots available			:30, :60, :120 second spots available		
SCIENCE	Full Coverage Rates			Affiliate Break Rates		
	57 million HHs	Feed: DUAL		23 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	6a-9a	\$625	M-SU	6a-9a	\$100
	M-F	9a-4p	\$1,375	M-SU	9a-4p	\$325
	M-F	4p-8p	\$3,000	M-F	4p-8p	\$413
	M-SU *	8p-12m	\$4,000	M-SU	8p-12m	\$713
	* w/late night mirror from 12m-4a			M-SU	12m-4a	\$250
M-SU	4a-6a	\$125	M-SU	4a-6a	\$38	
SA-SU	9a-8p	\$3,000	SA-SU	9a-8p	\$413	
	:30, :60, :120 second spots available			:30, :60 second spots available		

SMITHSONIAN	Full Coverage Rates			Affiliate Break Rates		
	25 million HHs			No Affiliate Rates Available		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>			
	M-Su	6a-9a	\$88			
	M-F	9a-4p	\$163			
	M-F	4p-8p	\$213			
	M-Su	8p-11p	\$300			
	M-Su	11p-2a	\$188			
	M-Su	2a-6a	\$50			
SA-SU	9a-8p	\$188				
:30, :60, :120 second spots available						
SYFY	Full Coverage Rates			Affiliate Break Rates		
	52 million HHs		Feed: DUAL	15 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-3p	\$2,000	M-F	6a-3p	\$150
	M-F	3p-7p	\$4,000	M-F	3p-7p	\$200
	M-SU	7p-12m	\$7,500	M-SU	7p-12m	\$300
	M-SU	12m-3a	\$4,500	M-SU	12m-3a	\$100
	SA-SU	8a-7p	\$5,000	SA-SU	8a-7p	\$225
	M-SU	3a-6a	\$375	M-SU	3a-6a	\$50
:30, :60, :120 second spots available			:30, :60, :120 second spots available			
TBS	Full Coverage Rates			Affiliate Break Rates		
	87 million HHs		Feed: DUAL	15 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-3p	\$5,000	M-SU	6a-7p	\$1,000
	SA-SU	6a-3p	\$6,906	M-SU	7p-12m	\$1,750
	M-SU	3p-6p	\$7,438	M-SU	12m-6a	\$375
	M-SU	6p-12m	\$11,200			
	M-SU	12m-3a	\$3,500			
	M-SU	3a-6a	\$750			
:30 second spots available			:30 second spots available			
TNT	Full Coverage Rates			Affiliate Break Rates		
	86 million HHs		Feed: DUAL	10 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-3p	\$3,000	M-SU	6a-7p	\$750
	M-SU	3p-6p	\$4,250	M-SU	7p-12m	\$1,625
	M-SU	6p-12m	\$5,600	M-SU	12m-6a	\$375
	M-SU	12m-3a	\$2,000			
	M-SU	3a-6a	\$438			
	SA-SU	6a-3p	\$5,000			
:30, :60, :90 & :120 second spots available			:30, :60, :90 & :120 second spots available			
TRAVEL	Full Coverage Rates			Affiliate Break Rates		
	76 million HHs		Feed: DUAL	15 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-SU	8a-9a	\$500	M-SU	8a-9a	\$138
	M-F	9a-3p	\$1,500	M-F	9a-3p	\$450
	M-F	3p-6p	\$2,500	M-F	3p-6p	\$125
	M-F	6p-8p	\$2,750	M-F	6p-8p	\$713
	M-SU	8p-12m *	\$6,750	M-SU	8p-12m *	\$750
	* w/late night mirror from 12m-4a			* w/late night mirror from 12m-4a		
SA-SU	7a-8p	\$3,500	SA-SU	7a-8p	\$600	
:15, :30, :60, :120 second spots available			:15, :30, :60 second spots available			

TRU TV	Full Coverage Rates			Affiliate Break Rates		
	82 million HHs		Feed: DUAL	14 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	730a-11a	\$750	M-F	730a-11a	\$188
	M-F	11a-3p	\$1,250	M-F	11a-3p	\$250
	M-F	3p-8p	\$3,000	M-F	3p-8p	\$375
	M-SU *	8p-12a	\$4,900	M-SU *	8p-12a	\$625
	* w/late night mirror from 12a-4a			* w/late night mirror from 12a-4a		
	F-SA	4a-6a	\$188	F-SA	4a-6a	\$75
	SA-SU	6a-8p	\$3,000	SA-SU	6a-8p	\$375
	:30, :60, :90 & :120 second spots available			:30, :60, :120 second spots available		
VICETV	Full Coverage Rates			Affiliate Break Rates		
	70 million HHs		Feed: DUAL	35 million HHs		
	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
	M-F	6a-4p	\$500	M-F	8a-4p	\$50
	M-F	4p-7p	\$938	M-F	4p-7p	\$75
	M-SU	7p-12m	\$1,938	M-SU	7p-12m	\$100
	M-SU *	12m-3a	\$1,875	M-SU *	12m-3a	\$25
	* w/late night mirror from 3a-6a			* w/late night mirror from 3a-6a		
	SA-SU	6a-7p	\$875	SA-SU	6a-7p	\$50
* formerly Viceland	:30, :60 second spots available			:30, :60 second spots available		

NOTES

1. National Cable & Satellite Full Coverage Rates: (left side of rate card)
National Network Full Coverage TV Spots will be sent to 100% of the subscriber households in all DMA's in the USA for that particular network on all cable and satellite systems. The number of households varies based on each National Network and is listed below.
2. National Cable & Satellite Affiliate Break Coverage Rates: (right side of rate card)
National Network Affiliate Break TV Spots will be seen on cable systems only and generally do not appear, at this time, on satellite systems. National Network Affiliate Break TV Spots are placed locally, system by system, by the national network. The number of subscriber households listed are historical averages, are not guaranteed and may change from time to time without notice.
3. All rates include a Free Infrastructure Review.
4. Clients must approve all final schedules prior to placement.
5. All time blocks listed above are "ROS", run of schedule. Client picks time blocks, networks/platform pick exact run time. Fixed time slots and specific tv shows are available by custom quote.
6. All network placement is subject to availability at the time of placement.
7. All placements after November 15 may be subject to potential rate increase of +25%.
- 8: All rates subject to change without written or published notice.
9. Rates listed above are for 30-sec spots. 60-sec spots are usually double the cost of 30-sec spots but some exceptions may apply. 15-sec spots must be custom quoted, are not necessarily half the cost of 30-sec spots and are subject to being "piggybacked" and/or "bookended" at any time by the network.
10. Live sporting events are not included in pricing however custom quotes are available upon request.



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

888-579-8088

www.nationalmediaspots.com

media@nationalmediaspots.com